

Promoting the Good Works of **INDIANA AGRICULTURE**

Initial FAQ from RFP Task Force

December 2013

Has the state established a budget for implementation of this promotional program?

No. Part of the team's responsibilities includes creating a suggested budget for an effective rollout of the message.

What are the desired outcomes and how do you intend to measure success of the promotional program?

The desired outcome is that our targeted group thinks positively of agriculture, can repeat the message that was delivered, and understands the importance of Indiana agriculture.

Is this something you want to use across the state to promote agriculture? Perhaps on TV, radio, etc?

Correct. We would like a prospective message and/or campaign that communicates the Good Works of Indiana Agriculture. One team may suggest a print-only campaign. Another team may suggest a radio-only campaign. Yet another team may suggest a combination of media. Part of the contest assignment is for the students to determine the message and the most effective delivery methods, including their reasons for selecting both.

Are we to actually create a marketing campaign that could be ready to use?

We are not expecting or asking for a "ready to use" campaign, but one that could be developed and taken to market with relative ease. For example, in your work, you may choose to use stock photography and in our campaign, we would use licensed photography. In your work, you may use student actors and we may choose to hire actors. Present your work with as much polish as you have available.

Can the team propose a strategic campaign and also provide the work (the communication tools) for dissemination? Would that be "too much" according to the rules?

The teams should propose the campaign and the deliverables. It is not considered "too much". On the contrary, it is considered to be expected that the team would submit sample deliverables (the communication tools) for the judges to consider.

Are we expected to or allowed to hire additional talent such as graphic designers?

No. The work submitted for the \$25,000 prize should be that of ONLY the students on the team and not the work of outside professionals.

If a student team member is not "carrying his or her weight" with the project, can we remove them from our team?

The decision to remove a team member lies solely with the team and their faculty advisor. The faculty advisor must certify which team members are to be considered as "final team members" for prize consideration and receive the monetary award.

Our university has a marketing agency on retainer. Can we ask the marketing agency for input or guidance?

No. All work should be the work of students with guidance from faculty advisors and without the aid of outside paid professionals such as the university's marketing agency.

Can we add students to our teams?

No. Only the team members who were originally submitted (deadline of November 29) will be considered as official team members. Students may be dropped from the team, but no additions are accepted.

What if our team drops to less than 3 members?

Your team will be disqualified. There is a 3-member team minimum required. We understand that completing this contest within the short time period with many other priorities will be quite a challenge. Part of the learning experience is how to work under pressure and keep all of your team members actively engaged while delivering a quality product.

Can a faculty advisor work with multiple teams?

Yes, while it will be time consuming for the faculty advisor to work with more than one team, it is permissible.

Can a team have more than one faculty advisor?

Yes, it is permissible for the students to interact with multiple faculty members for input, guidance, etc. However, there should only be one lead faculty advisor for interacting with the task force. Communicate with Abigail Maurer who the lead faculty advisor is for your team.

Is the award cash or scholarship?

Winning students will split a cash award. The winning college or university will also be awarded a check.

How do we communicate throughout the contest?

Abigail Maurer of the Indiana State Department of Agriculture will be your point of contact. For teams with more than one faculty advisor, communicate with Abigail who your primary/lead advisor is. Every team should email Abigail (amaurer@ISDA.in.gov) the name of the student lead. Questions should come from the student leads with a copy to the faculty advisor. Abigail will reply to emails to the student lead with a copy to the faculty advisor. Check the website for updated information as well.

As our team has additional questions, how do we get those answered?

In addition to meeting with the task force, you may also ask questions throughout the contest. A lead student should be designated by each team. The lead student and the faculty advisor should submit all questions in writing.

Please submit your questions in writing to Abigail Maurer (amaurer@ISDA.in.gov). Abigail will direct the question to the appropriate panel/task force member and then post the answer to the ISDA website for all teams to see. An email reply will also be sent to all lead faculty advisors and lead students (one lead student per team). This will ensure that all teams have access to exactly the same answers.

Questions from Team Meetings with Task Force

Updated: Feb. 4, 2014

Should teams provide budget options rather than just one budget recommendation?

It is completely up to the teams to decide whether they want to submit one budget recommendation or multiple options. If options are provided, please be descriptive about why options were submitted and what the value for each option provides.

Will other teams be in attendance at our meetings with the RFP group?

Yes, it is possible that multiple teams will be attending meetings together. The meetings will be filled on a first come, first served basis for registration and seats are limited. Attendance is taken at each meeting.

Have you tried any marketing or communication approaches like this contest before? If so, what didn't work?

To the best of our knowledge, a contest with this goal (tell the story of the Good Works of Indiana Agriculture) has not been attempted before.

Why was the contest approach selected? Why not just hire an agency?

The Lt. Governor and the task force believe strongly in education and providing students with "real life" work experience and opportunities. In addition, this contest allows many more bright minds – some of Indiana's best and brightest -- to work on the project, which gives us many more potential, creative solutions to consider. Many students participating in the contest are within the targeted demographic that we hope to reach as well.

For placement purposes, are we permitted to pull logos from the IN.gov website?

Yes. High resolution logos will replace the temporary logos you use for placement before anything is published.

Should the teams consider the task force as partners or clients?

We are your client.

Should any particular business or industry segment be highlighted?

That is a decision up to the teams. Keep in mind that this contest is about Indiana Agriculture, and agriculture includes a variety of different segments.

Will the judges share their judging rubric prior with all of the teams prior to judging?

No. Each team is asked to submit their best work that meets the needs of the client.

What are the due dates? When will the top three teams and the winner be announced?

- February 14: RFP Due to Abigail Maurer via email (amaurer@isda.in.gov).
- March 7: Top three teams announced
- March 24: Top three teams present to judges, winning team announced and a press conference with Lt. Gov. Ellspermann, followed by a reception for the finalists at the Governor's residence.

How will final submissions be submitted?

Submissions will be submitted via email to Abigail Maurer (amaurer@isda.in.gov) by Feb. 14 at 11:59 p.m. All teams will receive an email of receipt from Abigail Maurer on Feb. 17. We are expecting a PDF document from

Updated: Feb. 4, 2014

teams describing their marketing strategy with supporting research in addition to materials. If the team is sending multiple deliverables, all materials *MUST* be sent in one zipped folder titled accordingly: INSTITUTION NAME_TEAM NAME.

Additionally, all files should use the following naming hierarchy: INSTITUTION NAME_TEAM NAME_DESCRIPTOR. The descriptor should be simple and obvious. Videos and audio can be uploaded to a website or cloud (YouTube, DropBox, etc...) with links provided in the PDF document. It is the responsibility of the teams to ensure that all links work.

What level of completeness is expected for the deliverable due on Feb. 14?

We are expecting a sample of the finished product, not a paragraph describing what it might be. If you are suggesting a deliverable that is outside your skill set, do everything within your power to communicate what you think should be created. There are 37 teams participating in this competition, and it is vital that you bring your best.

What is a reasonable budget to set for the project?

We do not have a predetermined budget set. It is up to teams to determine what a responsible, reasonable and effective budget is. Teams are expected to do research and determine what type of budget is appropriate for the scope of their project. Teams are also encouraged to think about different ways of handling a budget, such as a phased approach.

Has the RFP team established success measures they are hoping to achieve with this campaign?

We think there are many right answers to the question of how might we promote the good work of Indiana agriculture. The RFP is intentionally general and there are no hidden expectations. Our overarching goals: people will think positively about Indiana agriculture and remember your message.

If desired, teams may establish their own measure of success for their particular campaign and include the measure(s) in their plan. For example: "The goal of our marketing campaign is to educate consumers on X, Y & Z. This campaign would be considered a success if X% of consumers do Y & Z."

Define green and sustainability:

Drawing on the definition of the Center for Food Integrity, we define sustainability as an operation/process/procedure/practice that is economically viable, scientifically verified and ethically grounded.

Define technology.

Technology in agriculture encompasses everything from genetically-modified organisms to precision agriculture.

What falls under the umbrella of agriculture?

In addition to the typical industries associated with agriculture (row crops, dairy, pork, etc...), agriculture also encompasses industries such as lumber, aquaculture and some Indiana artisan products (i.e., the Indiana wine industry). Teams can focus on whatever segment(s) of agriculture that they desire.

Are there plans to use this campaign outside of Indiana?

Our target market is Indiana. While we do not have expectations to use the campaign outside of the state, we have not ruled out this possibility.

How should we upload audio?

Please email Abigail Maurer (amaurer@isda.in.gov) to coordinate the submission of audio.

How long should the campaign calendar be?

The calendar should be however long it needs to be to achieve maximum effectiveness. There is an expectation the campaign is something that we can quickly employ. The campaign can be something that is phased in stages.

Teams should justify their campaign calendar, and be very clear in describing the implementation of their plan.

Who are the judges for this project?

Projects will be judged by professionals from the agriculture, marketing and communication industries.

Are there any marketing campaigns that you see as inspiration for this project?

Look at the state and national level, and you'll see countless examples of campaigns and communications projects that seek to promote agriculture in winsome ways. Got milk?, Why I Farm, The Glass Barn and Fair Oaks Farms are examples of efforts designed to educate consumers on agriculture in engaging, creative ways.

As previously stated, the task force does not have a campaign answer in mind that they hope teams create. There are many right answers to the question of how might we promote the good work of Indiana farmers.

Will there be collaboration between the winning team and the creative team that will implement the project?

There will be an introduction between the winning team and the staff who will implement the project. The task force wants this to be a learning experience for students and help students network with professionals in their respective fields.

Regarding social media, should the plan be integrated with current social media efforts or introduce an entirely new plan?

Teams may decide what they believe the best course of action is for their plan. If they integrate new ideas, those ideas should come with clear processes and a plan for implementation.

Does the Lieutenant Governor's Office and/or the ISDA have connections with celebrities and other notable Hoosiers who might serve as "faces" for the campaign?

There are Indiana celebrities already serving as faces for various agriculture campaigns. Additionally, the task force has contacts could be asked to help with this project if deemed appropriate.

Does ISDA have a slogan?

No, ISDA does not have a slogan. Also, note that this campaign is bigger than ISDA; it is about promoting Indiana agriculture as a whole.

What has been the most successful media used in the past?

The success of the media has been closely tied to the message itself.

Why do you believe that it is important to advocate for Indiana Agriculture? What is the motivation behind this project?

Indiana agriculture is a significant contributor to the Hoosier economy in addition to feeding our state, the nation and the world. It is important for Hoosiers to understand the industry and appreciate the work of those who in the industry. Additionally, we need to understand the advanced nature of agriculture and make certain that legislators are informed about the industry to ensure that Indiana remains a national leader in agriculture. If Hoosiers do not tell their own success stories about agriculture, the stories may be inaccurately told by others.

As the Secretary of Ag and Rural Affairs, Lt. Gov. Ellspermann is passionate about ensuring that agriculture is successful in Indiana. Additionally, it is important to communicate that career opportunities in S.T.E.M., which encompasses agriculture.

Regarding the project's target audience, is there a particular segment of the 18-35 year old population teams should target? Is there a particular geographic target area (urban, suburban, etc...)?

No, there is no further definition other than what was originally provided.

Are there brand standards teams should adhere to?

No, there are no brand standards to honor at this point in the process.

How much marketing material is desired? How much research material desired?

The teams should view the panel of judges as a client. How will you prove to your client that your approach is the best approach? This requires balancing research and marketing material. Teams should decide what to include in their submissions to ensure that judges understand a team's reasoning, but are not overwhelmed, and can clearly see the proposed deliverables and how those deliverables tell the story

What are the goals of Indiana State Department of Agriculture?

ISDA exists to define and nurture economic opportunities in agriculture, enhance the stewardship of natural resources on agricultural land and advocate for agriculture at the local, state and federal levels.

Please note that the scope of this project is all of Indiana agriculture, not just ISDA.

What stories would you (the task force) want to tell?

Indiana feeds the state, the country and the world.

Indiana agriculture is focused on sustainability.

Indiana farmers are men and women who are concerned with stewarding the land so that it produces food for future generations.

The “Got Milk?” campaign was started in response to the problem that milk consumption was declining. Is there an analogous problem that spurred this competition?

There are numerous opportunities that prompted this competition. Two stand out. First, there is a general lack of knowledge about where food comes from and how it is produced. Additionally, there are not enough voices telling the positive stories about the good works of Indiana agriculture.

What are some of the distribution channels that have been used?

We have never used this approach before or issued a challenge like this. In the past, we have used a variety of distribution channels, including press releases, social media, TV interviews, etc.

What do you view as the largest misconception of ag between the demographic of 18-35?

We cannot answer this question authoritatively. However, some common misconceptions we have observed include:

- A lack of knowledge about the diversity of career opportunities in agriculture
- A lack of understanding regarding where food comes from and how it is produced
- The lifestyle and work of farmers

What exactly do you mean by “the advanced nature” of agriculture?

Three examples come to mind:

- Advancements in tractor technology
- The possible ways that farmers might use unmanned aerial vehicles.
- Innovation in seed and crop technology

What roles can faculty members play in our teams?

Faculty members may only play an advisory role. We do not want anyone outside of student teams to assist with the development and production of materials. Faculty should not do any of the work.

Where is the funding going to come from?

This RFP is inherently collaborative between the state and various partners. Funding for the implementation of the final project will come from our partners as well as the state.

What's the budget for ISDA? How should the budget be structured?

The budget for ISDA communications is not substantial. We're looking for you to say how long will it take for your marketing message to be effective, and budgeting accordingly. The budget should correlate with your timeline.

Is there specific legislation that is threatening Indiana ag?

This project is not intended to combat, overcome and/or prevent a specific piece of legislation. All industries (agriculture, automotive, etc...) face challenges that arise from people not knowing about the industry. We're trying to be proactive in our communication to explain the good works of Indiana agriculture.

What are some notable Indiana agricultural products?

For information about Indiana fresh produce, visit: www.in.gov/isda/files/Harvest_Calendar.pdf

For information about fresh meat, dairy and poultry, visit: www.in.gov/boah/2334.htm

The USDA's National Agricultural Statistics Service may prove a valuable resource also.

Indiana also plays a vital role in producing various value-added products like High Oleic Soybean Oil, Frito Lay corn chips, and Red Gold Tomatoes. If you are interested in researching products like these, a great place to start is with the websites of various commodity groups.

Finally, Indiana also produces biofuels, hardwoods and artisanal products, such as wine.

Are there any examples of campaigns in the past that have not worked?

No specific campaigns come to mind.

What, if any, are the specific threats that Indiana agriculture may encounter in the future?

Some topics that come to mind are age-restrictions on employees, a lack of understanding about science-based animal welfare, and confusion surrounding GMOs. Those are just three examples, and there are many more.

What, if any, local restaurants use Indiana products?

Restaurants like Patatchou source local ingredients. Patatchou is just one example as there are several restaurants that work with local farmers. Also, every summer the Statehouse Market invites food trucks and

local farmers to come together and offer those who work in Indianapolis an opportunity to support specialty farmers.

How was the target age group decided?

Lt. Gov. Ellspermann brought together Indiana ag stakeholders and posed the question: “How might we promote the good works of Indiana ag?” The task force made two proposals in answer to this question. First, create a college level competition that targets 18-35 years. This demographic was decided because the task force wanted to educate that age group on agriculture because they are and will continue to shape agriculture as consumers. Additionally, a by-product of targeting this group is that their children will grow up with knowledge about agriculture.

If you were a high school counselor, how would you counsel students to choose agriculture?

Students should focus on the STEM (science, technology, engineering, math) disciplines. Even if those disciplines are not a particular student’s strengths, there are still numerous opportunities such as technical writing, agricultural communication, and consumer education.

What platform is our website based on?

Please contact Abigail Maurer (amaurer@isda.in.gov) for this information.

Are there specific needs in agriculture careers?

Two examples of current opportunities in agriculture include plant science and innovation in agriculture.

How much time will judges have to judge entries?

The judges will be judging individually on their own time. We do not know how long they will spend on each entry.

Will judges have a scoring sheet?

The judging team will be working from a consistent model developed by the Indiana State Department of Agriculture.

Will a rubric be shared with students?

At this time, the rubric will not be shared with the student. We are trying to offer students a real-life RFP experience.

What messages do Indiana legislators need to hear from their constituents?

There is not a single message that Indiana legislators need to hear from their constituents because of the diverse backgrounds of our legislators.

Do you have a specific staff for social media?

The LG and ISDA each have a communications team that handles the social media accounts of each office.

In reference to an emotional appeal, what are some poignant examples of Indiana agriculture?

Fair Oaks Farm gives visitors an opportunity to understand the richness of farm life, from seeing the birth of piglets and calves to the ingenuity of the milking parlor.

The Glass Barn demonstrates farmers' willingness to share their stories live from their farm.

FFA is an inspiring program which aims at fostering a love of agriculture and commitment to communities among high school students.

The "Why I Farm" campaign by Beck's Hybrids captures the stories of farmers across the Midwest.

The Hoosier Homestead Awards given to families who have farmed the same land for 100+ years display the deep agricultural heritage of Indiana.

How do the producers feel about being in the limelight?

We can't generalize about how producers feel. Farmers want their stories to be told. However, individual farmers have different views on being in the spotlight.

What are some resources for stock photos?

Resources for stock photos include:

- BestPhotos.US
- Centers for Disease Control – Public Health Image Library
- Department of Defense
- FEMA.gov
- Florida Integrated Science Center
- U.S. Fish and Wildlife Service – National Digital Library
- U.S. Geological Survey – National Parks
- USA.gov
- USDA Agricultural Research Service
- United States Antarctic Program

Read all disclaimers on the sites listed prior to using any images.

What are the basic components we should make sure our submission includes?

Submissions that do not include the following will be disqualified:

- Intellectual Property Agreement
- Team members names
- Model release form (if applicable)
- Implementation timeline
- Proposed Budget

What are thoughts on showing pre-production work?

Teams should put your best foot forward. Think of the judges as your client, and think about what they would want to see

What are some key Indiana ag products?

- Corn (fuel, food, animal feed, etc...)
- Wineries and agritourism operations
- Dairy (ice cream, milk, yogurt, etc...)
- Soy (oil, animal feed, etc...)
- Pork
- Eggs
- Duck
- Hardwoods
- Aquaculture

What behaviors are the desired outcomes?

We want the target audience to think positively about agriculture.

What has Indiana used in the past to promote agriculture?

The State Fair and Trade Missions are two ways that have been used to promote agriculture. Additionally, Indiana Farm Bureau and Indiana commodity groups have various campaigns they use to promote Indiana agriculture.

What are trade missions like?

Trade missions are formal trips to visit ag industries overseas. We host officials from the country we're visiting in our local business offices, and then we are hosted by them. The trips offer an opportunity to develop new relationships and strengthen already established relationships.

How is the task force feeling about the process?

So far, we are very impressed with efforts of the students we have interfaced with.

If we write pitch letters, whose signature should we have as a placeholder on the letter?

Depending on the letter, it should be signed by Lt. Gov. Ellspermann or ISDA Director Ted McKinney.

Would ISDA be open to expanding programs like Indiana Grown?

Yes.

Would ISDA outsource projects?

We are open to outsourcing projects as long as it is budgeted appropriately.

How much material should we include in our final submission? Is there such a thing as too much?

Think of the judges as your client, and strive to put your best foot forward. You don't want to overwhelm them with too much material, but you also need to ensure that everything is properly explained.

Are the judges we'll be presenting to be the same judges who look over the packets?

Yes.

Will the judges know which entry belongs to which team?

No, the judging process will be anonymous.

Could booths be set up at town fairs to promote this project?

If a team thinks that a booth should be set-up at a town fair to promote this project, that should be integrated into their plan.

Would groups be able to set-up meetings with schools to talk to local farmers and students?

There are avenues that can be used to introduce students to farmers and others in the ag industry.

When a group's project is chosen, will the students/ staff be used to promote their project?

We hope to facilitate opportunities for the winning team to be involved with the implementation of this project.

What are some suggestions for promoting the good works of Indiana agriculture? Are you thinking more of a Super Bowl commercial type of campaign vs. facts and figures?

It is up for teams to determine the best way to promote Indiana agriculture.

Will ISDA provide promotional items (such as pens, cups, etc.) if needed?

ISDA is open to using promotional items if teams include those items in their budgets and explain why they would be effective.

In regards to social media, would you like us to provide a deliverable in the form of example "posts," or would you prefer us to start an actual (live) social media account?

Students should not start a live social media account. Instead, provide tangible examples that would help the judges conceptualize what the social media account would look like. For example, mock-up a Twitter account with background, header and profile pictures and provide sample tweets.